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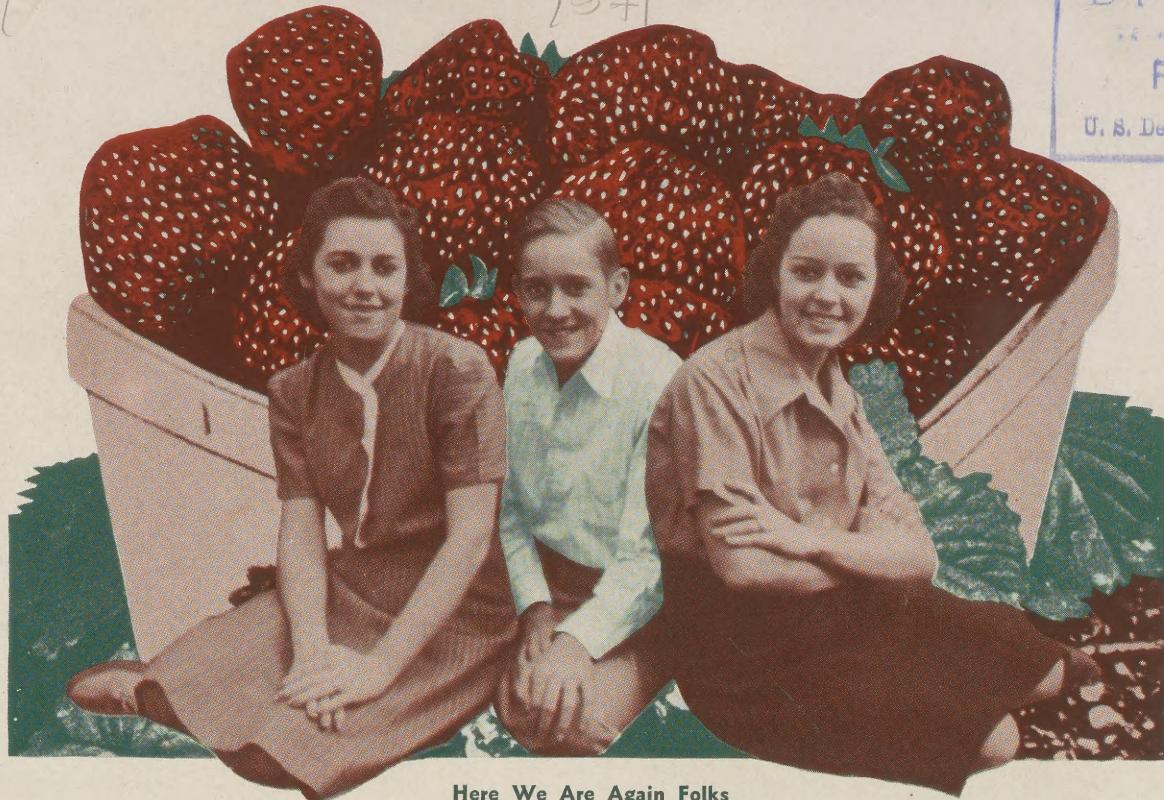
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DUSTY

FEB 18 1941

U. S. Department of Agriculture



Here We Are Again Folks

Mona, James and Mildred Waller, Children of Mr. and Mrs. O. C. Waller

# Waller Brothers

**"THE HONEST PLANT GROWERS"**

**JUDSONIA**

**ARKANSAS**

**1941 JANUARY 1941**

SUN	MON	TUES	WED	THUR	FRI	SAT
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**1941 FEBRUARY 1941**

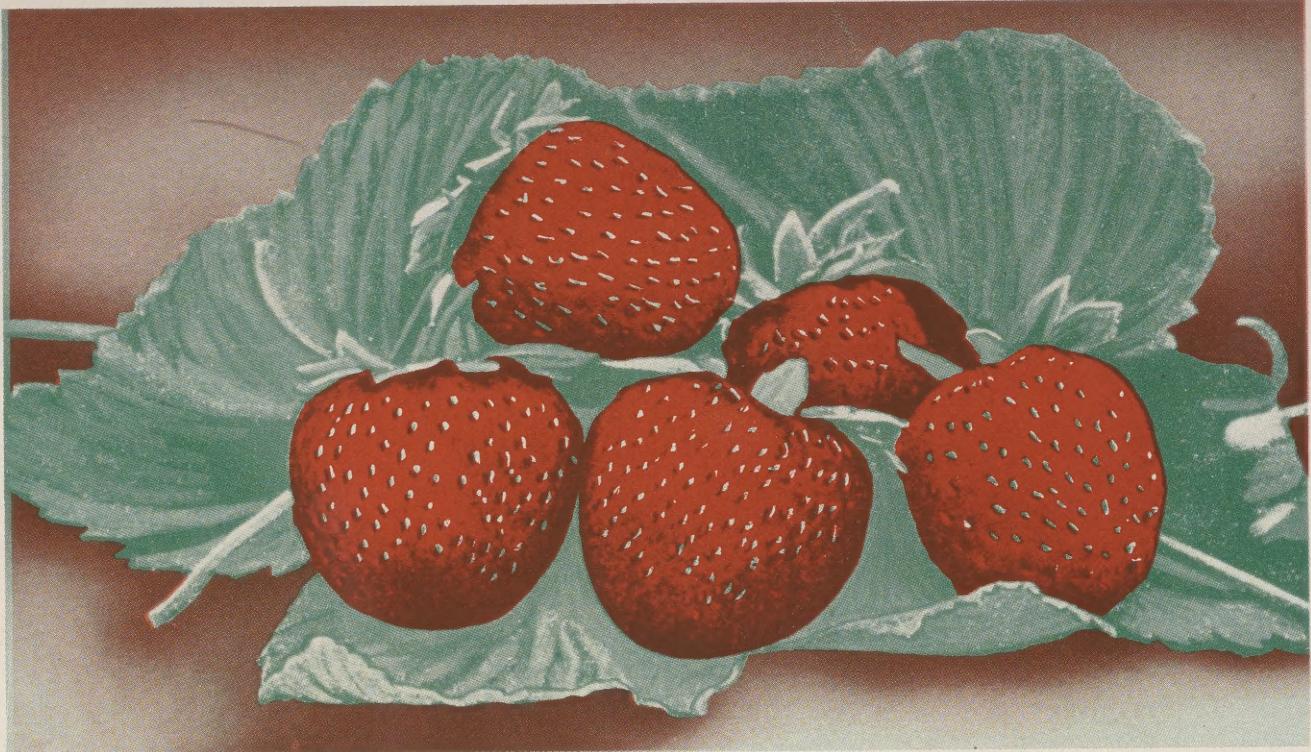
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**1941 MARCH 1941**

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**1941 APRIL 1941**

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Yellow-Free Blakemore

# Waller Brothers

"THE HONEST PLANT GROWERS"

JUDSONIA

ARKANSAS

1941		MAY					1941	
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# Waller Brothers

"THE HONEST PLANT GROWERS"

JUDSONIA • ARKANSAS

OUR MOTTO: "Quality, Service and Satisfaction Guaranteed."

## AN OPEN LETTER TO YOU

The year of 1940 has brought one of the greatest plant seasons that we have known during the 40 years which we have been testing, growing and selling strawberry plants. We are happy to mail you our new calendar catalog and trust that it will be of assistance to you even though you do not order plants. Because we have grown strong-rooted, disease-free plants and shall have them honestly, carefully and efficiently packed, we know that you can be assured of getting the very best quality plants. Naturally the success of our establishment rests entirely with those of you whom, we are diligently trying to satisfy each year, and for that reason we are doubly anxious to serve you to the greatest of our ability. Since we have been growing and selling strawberry plants for so many years we feel that we are capable of selling you what you want. We shall be proud to solicit your business. We invite you to compare not only the quality of plants but also the prices and urge you to buy the better plants.

WALLER BROS.

### PRICE OR QUALITY

We can talk quality or we can talk price with any plant establishment in the United States producing a dependable grade of plants. Although we do not like to extol our low prices (for quality should always come first), still during the year many berry growers ask us how we can produce good plants at such low prices. Here are the reasons:

1. We are located in the heart of the berry district of Arkansas.
2. We own our own farms and produce all our plants, and thus we only have to make one profit off these plants.
3. Living conditions are comparatively cheap here and we can secure labor in accord with the cost of living.
4. By selecting the plants we set, we never suffer a loss from disease or inspection turn-down.
5. By setting our plants on new ground we produce big, healthy plants which bring us many satisfied customers.
6. The enormous volume of our business, running into many millions per year, enables us to quote prices at only a small margin of profit per thousand. More than 15,000,000 sold last season.



### A SIMPLE PROBLEM IN ARITHMETIC

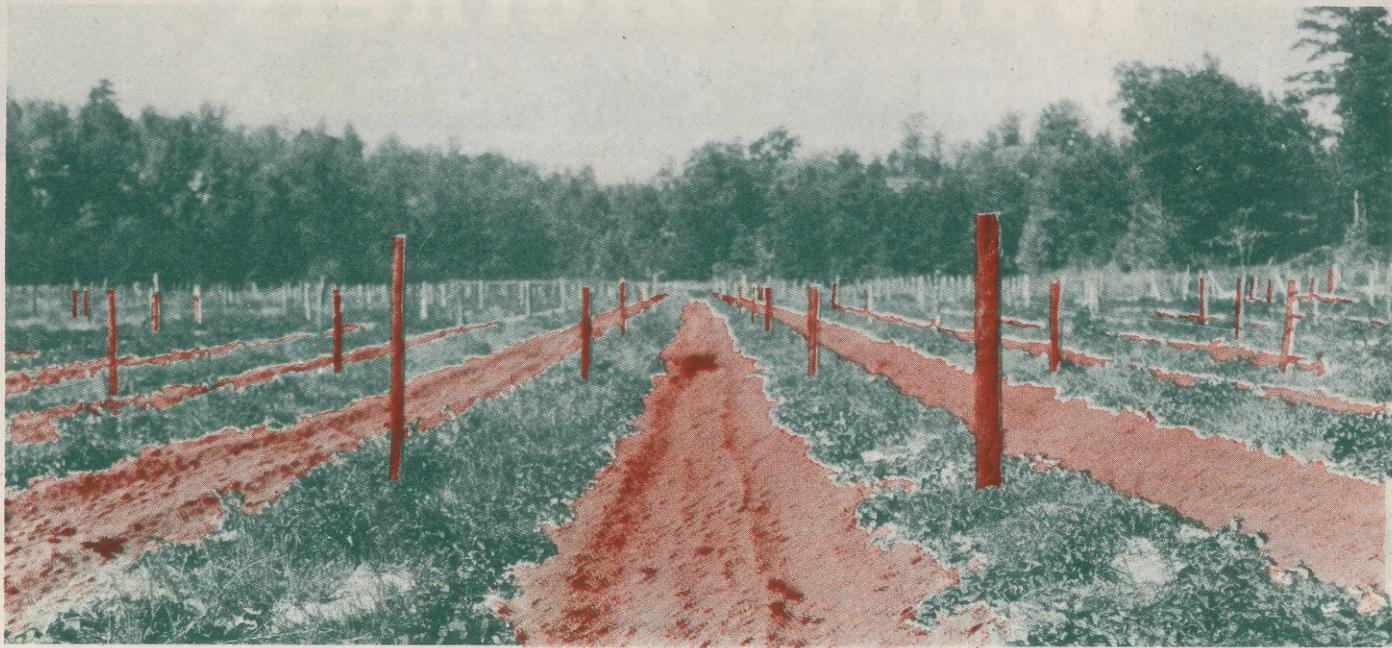
**PROBLEM:** If you can save ten cents on the thousand by buying cheap plants and you are setting ten acres of berries, 5,000 plants to the acre, how much have you saved on the plants?

Further, if the cheap plants you set, which never give the satisfaction that well grown plants give, yield only half as much as the quality plants, have you profited or lost by setting cheap plants?

Again, if it cost twenty per cent more to fertilize and cultivate cheap plants (counting the cost of cultivation at \$10 to the acre), how much have you lost by setting cheap plants?

**ANSWER:** Dependable quality plants are the cheapest plants that you can set. WALLER quality plants are the best yield insurance that your money can buy.

WALLER'S GUARANTEED PLANTS



## PLANTING AND CULTURE OF VINE BERRIES

**PLANTING:** The best time to set out plants is as early in the spring as the ground is workable. We find the best time is February and March. Nectarberries, Boysenberries, and Youngberries can be planted in rows 8 feet apart with plants 8 feet apart in the row. Dewberries are spaced the same distance between rows but about 4 feet between the plants. With all of these berries, the vines are left to grow on the ground the first year, keeping all of the canes in a row growing in the same direction. By keeping the vines in adjoining rows trained so that they grow in opposite directions on the ground, the cultivation can easily be done in the same direction, up one row and down the next, without danger of the cultivator running into, tangling up and injuring the ends of the canes.

**PLANT PROMPTLY:** As soon as the plants are received, get them into moist ground at once. If they appear dry owing to exposure, put them in a pail of water to soak for a couple of hours. If the ground is not then ready; "heel them in" in a furrow, sheltered from the sun, and water them well so that the soil is settled well down around the roots and the roots not left exposed to the air. As soon as ready to plant, put them in field boxes and keep them covered or wrapped with wet burlap so that they will not dry out.

**PLANTING IN FURROWS:** Before planting, the ground should be plowed deeply, disced and harrowed, and the rows measured and marked out. The quickest way of planting, especially if a considerable number are to be planted, is in the side of a plowed furrow, similar to the setting out of cabbage and cauliflower plants. Plow a straight furrow the length of the rows. Then take the covered box of plants down the rows. Take from the box, set out and cover one plant at a time, being sure not to leave any plants uncovered in the sun. In planting, take up the plant with one hand and place it against the straight side of the furrow and see that the crown of the plant is about level with the ground surface. Spread the roots out fan shaped and all pointing downward. While holding the stem or "handle" of the plant with one hand, with the other hand or with a short-handled hoe, draw some dirt from the other side of the furrow and press it firmly over and around the roots. Step firmly but carefully on the dirt, covering the roots and against the side of the furrow, being careful not to step on the crown of the plant, or push the whole plant down into the furrow. The following day or as soon as the ground

can be worked, plow the dirt into the furrow where the plants were set out, being careful that the plants are not completely covered up.

**PLANTING WITH A SHOVEL:** If you are setting out only a few plants or it is not convenient to plow a furrow with either a horse, motor or hand wheel plow, then dig holes for setting out the plants. With the soil well plowed and harrowed and the rows measured and marked or staked out, step on the shovel, driving it straight down. With the shovel still in the hole, lean it to one side, away from the smooth, vertical side of the hole.

**FERTILIZING:** If the soil is deficient in humus and plant food, barnyard manure can advantageously be applied before the initial plowing and then thoroughly worked into the soil before the plants are set out. DO NOT put any fertilizer in the hole when planting, as that is a good way to burn them up. After the plants have become well established, it is ample time to apply fertilizer and you can then give them plenty. Owing to the heavy cane growth and abundant fruiting of these berries, they should be fertilized to provide the plant food necessary.

**TRELLISING:** The canes should be put on the wires just before the buds begin opening in the Spring. The end posts should be braced, the brace being at least as long as the end post extends above the ground and with the upper end nailed into the end post at least as high as the top wire. This will prevent the end post being pulled up when the wires are loaded with vines and berries.

**PRUNING:** Each Spring new canes will start growing for the bearing of the following year's crop. We find it best with Vine Berries to hold back the growth of these canes until the picking is over or nearly so, pruning off these new shoots close to the roots. In other words, raising one crop at a time; first the berry crop, and then the cane crop for next year's bearing. So we snip off the young shoots as soon as they put in an appearance, and then in a few weeks, go over the rows again and snip off the new ones that have started since the previous cutting. Then, when the berry crop is finished and the canes that have been bearing are cut off at the ground and removed, the new canes are allowed to grow on the ground as the first summer.

# Dorsett

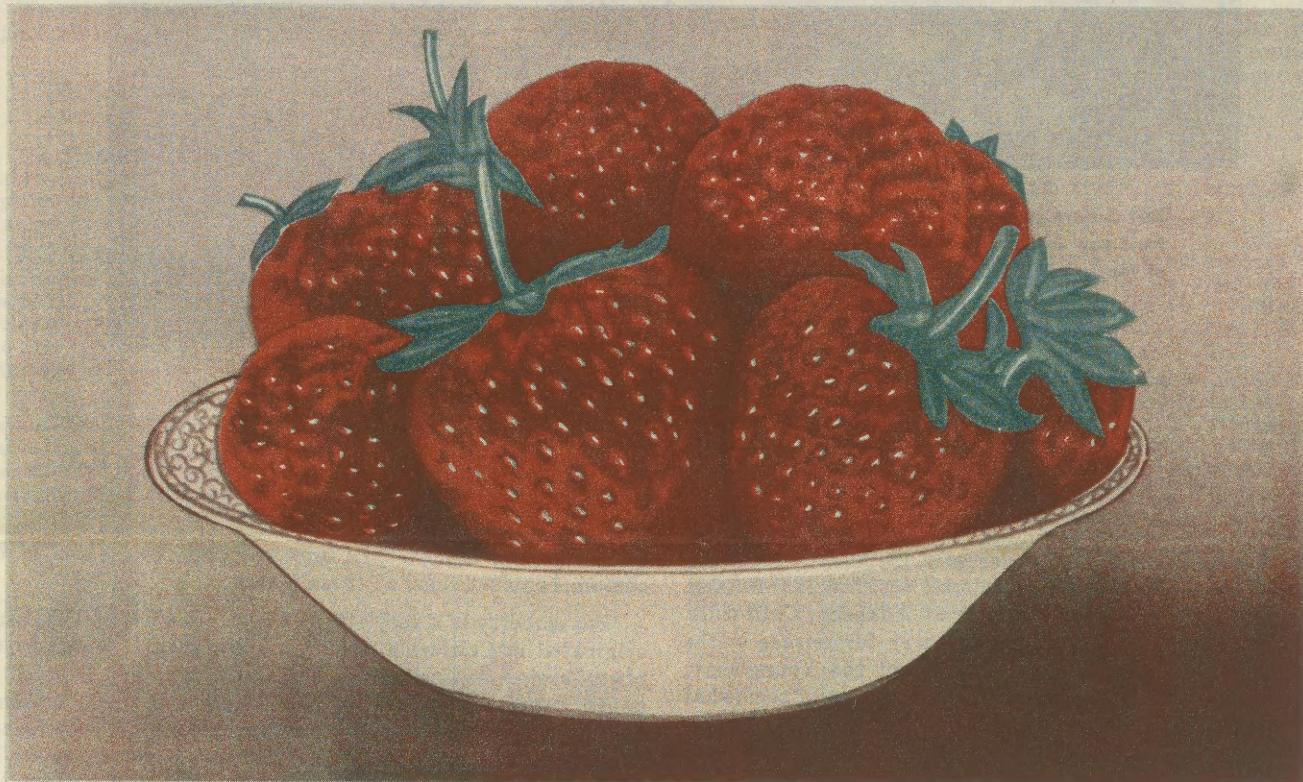
Vigorous plant growth, firm rich red berries of tasty dessert quality, high yielder of fancy fruit, and almost a sure cropper—these are some of the qualities which make Dorsett an outstanding variety.

This new berry is a cross between the Royal Sovereign (a popular English variety) and Premier made in 1923 by the United States Department of Agriculture. Although the Dorsett has not been given trial over a wide range of conditions as has the Bellmar, wherever tried it has been found to excel almost every other early berry in quality, and in many

sections it promises to be a serious contender for commercial prominence. So rich in flavor is this new variety, and so high in yield, many prominent berry growers along the eastern coast are turning away from the favored Premier to the newer Dorsett.

In color and appearance the Dorsett is rather distinctive. This berry is dark red in color, of a brilliant hue, and it holds this color well.

The calyx of the Dorsett berry is bright green, the size of the berry unusually large, and its shape very attractive.



## YELLOW-FREE BLAKEMORE

More than 8,000,000 of these plants were sold last season by Waller Brothers. Not a yellow plant in 8,000,000. We are proud of this record. Blakemore has proven to be one of the best varieties grown. It had only one fault, and this has been removed by the Yellow Free Strain. You need not have any worry losing your plants due to yellow. They have been free for the past 8 years, and during this time we have scattered them from coast to coast, as you will notice from testimonials we have printed. Be careful where you buy your Yellow Free Blakemore and make sure you get the genuine. If we knew of a better berry, we would have it.

The Blakemore is firmer than either of its parents. It will not puff and become soft during hot, moist weather. It will not bleed unless given unnecessary abuse, and unlike many other early berries, it retains its bright red color long after picking. This fact coupled with its earliness gives it a great advantage in the wholesale markets.

As a plant maker, a shipping berry, and a prolific yielder, it has not been bettered, and added to these admirable qual-

ties is the fact that it will grow and yield a fair crop under conditions not favorable to berry culture. Where other varieties of early strawberries will grow and yield, we firmly believe that the Blakemore will grow better, yield more, and be of better quality than the other variety. We have fruited this berry for several years and we are so pleased with it, and we are so confident that our customers will be pleased with it, that we recommend it to all strawberry growers.

The Blakemore is a tart berry of the Missionary type.

This berry is slightly blunted at the point, conic-shaped, with broad shoulders. Its bright green cap curls upward when the fruit ripens, making it easy to pick and hull.

We believe this variety will be more extensively grown for the next two or three years than any other variety of strawberries. This is saying a whole lot, yet we believe it true. Plant Yellow Free Blakemore and you have the best strawberry in the world.



Just a part of one Boysenberry Vine. Can you imagine how much fruit you will get from a row in your garden, or how many crates of top-price berries an acre will produce? Let us tell you about it.

## IMMENSE NEW BOYSENBERRY

The Boysenberry is a cross between Cuthbert Raspberry, Loganberry and Blackberry, developed by Rudolph Boysen, grower and superintendent of parks at Anaheim, California. The nurseries now have another big berry for release to the nation's growers that is likely to supplant the Youngberry, as a can crop and fresh product. It is larger and somewhat later than the Youngberry which created quite a furor several years ago and above all the Boysenberry has a most remarkable and delicious flavor, partaking of those of its three parents. In growth, the Boysenberry is much the same as the Youngberry and you can easily grow from 10 to 30 plants from each plant set. Many growers claim 50 to 65 plants.

Now, Mr. Berry Grower, you know someone in your neighborhood will plant Boysenberries and why not you be first? If you will do this you are one year ahead and when your neighbor sees the wonderful berries you have he will not only want fruit but plants as well. You who have a small garden will never regret setting 10 to 20 of these plants which will produce all the berries you can use—fresh, canned, jam and jell—and still have plenty with which to make your friends

and neighbors happy. We urge each and every one of our customers to set some of these plants.

Boysenberry is a very sturdy plant. Don't think because it originated in California that it is subtropical. We know the plants are grown in Florida, Oklahoma, Ohio and Oregon. It appears that neither heat of Florida nor cold of Ohio, dampness and humidity of Oregon and Florida, or dry Oklahoma has hurt them in the least. Boysenberry is so sturdy we believe it can be grown successfully in our coldest states if canes are left on the ground during the winter and mulched with straw.

### A FINE VINE BERRY DEVELOPED FOR HOME USE

A few Boysenberry plants will be the joy of your garden. You will enjoy fruit like this and you will have something to show your friends. You will agree with us in saying they are the finest berries you have ever tasted, either fresh, canned, in jams, jellies or pies. You will be proud of your Boysenberries. Plant 8 feet apart in rows 8 feet across. You will be surprised at the berries you can get from 12 plants, which cost as little as \$1 delivered to your door.

## THORNLESS BOYSENBERRY

We are happy to offer you this great berry which is without a thorn and this means much in the handling. Another great advantage is it ripens a week ahead of the thorny Boysenberry, which alone is a material advantage, as it gets your berries on the market while prices are higher and that often

means a big difference in your profit. The berries themselves, are identical, both in size and flavor, but the canes are perfectly smooth, which means great economy and comfort in handling the vines and picking the berries.

## THE YOUNGBERRY

During the years we have grown and fruited the Youngberry its success has been phenomenal, often yielding 200 cases of fancy berries to the acre. We are now offering our customers an improved variety—a Thornless Youngberry. In every test this variety has shown itself equal to the thorny kind. The only difference apparently is that the improved variety is the old kind minus the thorns—and that's an improvement.

The Youngberry is a glowing dark purple in color, firm enough to ship, and of a high dessert quality. The large berries measure an inch in length and more than half an inch in diameter. The plants are vigorous growers and perfectly hardy.

Youngberries are no more difficult to cultivate than other vining berries. Set in blocks seven feet by seven feet, using a two-wire trellis four feet high for the vines. Cultivate as any other berry, cutting the dead wood after the vines have fruited.

We recommend the thornless variety. Our plants of this type are bought direct from the propagator.

## IMPROVED KLONDIKE

The Improved Klondike is a free plant maker and almost a sure cropper. The new improved variety is not easily susceptible to the diseases common to strawberries. It is adapted to a wide range of soils and conditions.

The Klondike fruit is a bright, glossy red in color. It holds this bright color until long after it is marketed. It yields a heavy crop of fancy fruit which usually brings a 20 per cent premium on the market. In dessert quality, shipping quality, and strong plants we know of no variety which surpasses the Improved Klondike.

If you want vigorous, true-to-name Improved Klondike plants—let WALLER BROTHERS be your headquarters. We are prepared to fill your order, be it large or small, and we guarantee that you cannot buy better Klondike plants than those you will get from us.

## Pathfinder

DEVELOPED BY N. J. AGR. COLLEGE

New Jersey trial grounds have proved Pathfinder to be one of the outstanding varieties it is possible to obtain. It is an enormous producer of large to extra large berries of fine texture, shape and firmness. A vigorous plant growth and good fruiting bed are characteristics of this outstanding variety; in addition to a striking uniformity of shape in the berries. Pathfinder ripens about the same time as Dorsett and Fairfax. We recommend that you give it a trial this year. But the supply is limited, so please order early.

Red Oak, Okla.  
April 4, 1939.

Mr. O. C. Waller,  
Judsonia, Ark.

Dear Sir:

The strawberry plants I got from you are surely looking fine and I have lost only *four* plants out of the 10,000. They are blooming pretty heavy. Should I keep the blooms off? When I order plants again I shall order from you. Thanking you for your service, I am. Yours truly, F. W.

## LUCRETIA DEWBERRY

The Lucretia (The Creeping Blackberry) is so far ahead of any other variety of the Dewberry that we have discontinued growing other kinds. The berries are a deep glossy black, large in size, and of a fancy quality. As Lucretia fruits at the close of the strawberry season, and about two weeks before ordinary blackberries come in, there is always a demand for Dewberries on the market. The Lucretia bears long, cylindrical-shaped berries which are very firm.

This variety of Dewberry is the only disease-resistant type yet produced. The plants are vigorous growers, hardy in the South and mid-South.

Dewberries are very easy to cultivate, and due to their large size, they are not difficult to pick. The common method of growing them is to plant in rows seven-feet apart, setting the plants five feet apart in a row. In the Northern states the Dewberry is not perfectly hardy and a straw mulch is usually used to cover the entire field. In the South and mid-South this is unnecessary unless the vines are to trail on the ground. Straw mulch is sometimes used then to keep the ripening berries from coming in contact with the ground. Often the vines are trellised on a single wire. You cannot buy better Dewberry plants than Waller's True-to-name plants.

## MISSIONARY

For Florida, Texas, and the Gulf Coast—  
An Unbeatable Shipping Berry

THE MISSIONARY, even after a quarter century of extensive planting, and so outstanding is its yield and plant vigor that the newer introductions of the U. S. Department of Agriculture have not enhanced this popularity. We ship millions of Missionary plants to Florida annually.

This old variety is an excellent plant maker, doing well on soil too sandy for other varieties. It is free from rust, a vigorous grower, and produces an average yield of high quality berries. However, we do not recommend its being planted north of Missouri as there are several other varieties more nearly adapted to the colder climate.

Our plants are from the original stock of Missionary—healthy, heavy producers, true-to-name. We take great pride in the quality of our Missionary and Klondike plants, for we believe that we grow and sell more plants of these varieties than any other plant dealer in the United States.

### RIDGEWAY FARM

E. L. Russell, Owner

Home of

### MAJESTIC STRAWBERRIES

Shipping Point:  
Hubbard Springs, Va.

Jonesville, Virginia  
Sept. 14, 1940  
Date

Dear Sir:

We are now offering one of the latest new strawberries, the Majestic, Patented October 24, 1939. It has proved by tests during the past six years to be a berry of superior qualities in several important characteristics. This berry originated in Lee County, Virginia. It has been propagated and tested here for six years. Mr. D. A. Tucker, Assistant Horticulturist, of Blacksburg, Virginia, has conducted tests for the past three years. The following is a copy of the first year's test conducted in Princess Anne County, Virginia

Name	Feet of Row	Total Quarts
Majestic	320	229
Catskill	300	126
Fairfax	600	137
Premier	640	156
Missionary	640	242
Chesapeake	640	182
Blakemore	640	105

A number of growers in eight states gave this new variety a test last year. Practically all reports received have been very favorable.

We have a very limited supply of plants to offer this spring at the following prices

PLANTS	100	250	500	1,000	(Or More)
PRICE	\$1.00	\$2.00	\$3.25	\$6.00	(Per M.)

Orders for less than 500 plants will be shipped postpaid.

Orders for 500 or more shipped F.O.B.

Very truly yours,  
E. L. R.

# TESTIMONIALS WHICH SPEAK FOR THEMSELVES

Halls, Tenn.,  
March 17, 1939.

O. C. Waller & Bros.,  
Judsonia, Ark.

Gentlemen:

Am enclosing check for which please send by express 6,000 more Blakemore berry plants. The 26,000 ordered last week reached me in fine condition, and I believe they were the best plants I have ever bought. Yours truly, R. H.

Kansas City, Mo.,  
April 14, 1939.

O. C. Waller & Bros.,  
Judsonia, Ark.

Dear Sirs:

The 5,000 plants shipped a short time ago were received and proved to be mighty fine plants. My friend for whom I ordered them wishes 2,000 more. Yours truly, V. A.

Middlebury, Ind.,  
June 29, 1940.

Waller Bros.,  
Judsonia, Ark.

Dear Sirs:

I am well pleased with the plants I bought from you this spring. They were nice, healthy and well rooted. I did not lose one plant. You can look forward to more orders from me. Yours truly, J. W. B.

Polk City, Fla.,  
January 8, 1940.

O. C. Waller & Bros.,  
Judsonia, Ark.

Dear Sirs:

I planted an acre and a quarter of berries from your nursery plants this fall, and they are doing fine. I have been praising your plants to every strawberry grower I have come in contact with. Yours truly, L. R.

Lake Charles, La.,  
December 13, 1939.

Waller Bros.,  
Judsonia, Ark.

Dear Sirs:

The strawberries I received from you were in nice shape, and I was well pleased with them. Thank you for your service. Yours respectfully, A. H.

Columbus, Miss.,  
December 9, 1939.

Waller Bros.,  
Judsonia, Ark.

Gentlemen:

Your Boysen and Nectar berries arrived today in perfect condition. We have never seen plants with better roots.

Yours truly, F. P.

Guadalupe, Calif.,  
February 22, 1940.

Waller Bros.,  
Judsonia, Ark.

Dear Sirs:

Champion K plants received in fine shape. Good plants and your prompt service appreciated. Sincerely, S. K.

Whistler, Ala.

Waller Bros.,  
Judsonia, Ark.

Gentlemen:

Please send catalogue of berries. The plants I bought from you produced the finest crop and largest strawberries I have ever grown. Respectfully, G. H. S.

Marion, Ill.,  
June 20, 1939.

Waller Bros.,  
Judsonia, Ark.

Dear Sirs:

Would like for you to know that the strawberry plants that we got from you this spring have done better than any other plants we have ever bought, and we are well pleased with them. Yours truly, A. J. F.

Valley Station, Ky.,  
April 8, 1939.

Waller Bros.,  
Judsonia, Ark.

Gentlemen:

Boysenberry plants received in perfect condition. Fine plants and your prompt service is appreciated.

Yours truly, R. V.

Chetopa, Kan.,  
March 13, 1939.

Waller Bros.,  
Judsonia, Ark.

Dear Sirs:

We received the strawberry plants and are very much pleased. We have never seen finer ones. Thank you.

Yours truly, T. P.

Rockford, Iowa,  
July 17, 1940.

Waller Bros.,  
Judsonia, Ark.

Gentlemen:

The Blakemores you sent me have done splendidly. They show great vitality, set runners freely and stand dry weather remarkably well. Truly yours, T. E. T.

Abbott, Ark.,  
April 24, 1940.

Mr. O. C. Waller,  
Judsonia, Ark.

Dear Sir:

I am thankful to you for the more than fair way you have handled the plant deal. I have ordered a little more than 1,000,000 Yellow-Free Blakemore this season, and if there has been any complaint here, it has been kept quiet. Weather for planting has been near ideal and some are still ordering plants. Yours truly, C. C. L.

# SEN. DUNLAP MID-SEASON

## The Best for the Mid-North Berry Grower

The Sen. Dunlap is an old standard variety strawberry which has been successfully grown for many years. It is a free plant maker, very hardy, and produces an enormous crop of excellent quality berries.

The Dunlap is one of the most favored varieties in the North and Mid-North, apparently being very resistant to frost injury. Its dark red fruit ripens mid-season, and probably no berry yet produced equals it for canning and preserving.

Its fruit is very firm, with a bright green cap, and slightly blunted in shape. It stands hot, moist weather without great injury. For a berry of unexcelled canning quality and one which produces a heavy yield, we suggest that you try our good, strong Dunlap plants. As we have found the Dunlap and the Dr. Burrill to be one and the same berry, we have discontinued listing them separately.



Here's Proof of New Ground Plants

## CHAMPION K A Good Early Berry

The Champion K, although not as popular as many mid-season and second early berries, is one of our best earliest varieties. It ripens with Excelsior, the earliest strawberry grown.

The fruit of Champion K is very large and the plant makes a strong, vigorous growth, producing an abundance of heavily foliated plants. The berry is bright red, slightly blunted, and a good shipper for an early berry.

As these berries ripen several days before the Premier there is always a demand on the market for them. Try a few hundred of our Champion K and cash in on the local market.

## EVENING STAR

The fruit, plant growth, and season of ripening of the Evening Star resemble the Gandy so closely that they can hardly be discerned. This berry ripens late, has a hardy plant growth which withstands drouthy conditions well, and fruits excellent quality berries. Unlike the Gandy, however, it is perfect flowering.

The fruit stems of the Evening Star grow in such a position that the berries seldom rest upon the ground. There are no "white sides" to this berry when it ripens. It is a fair shipper and adequately fills the bill as a good, all-round late berry.

## VINE BERRY COLLECTION No. 1

In this collection of vine berries you will make all the fruit needed for the averaged sized family.

6 Thornless Boysenberries.....  
3 Thorny Boysenberries.....  
3 Dewberries..... } \$2.00  
Postpaid

## CATSKILL (Midseason)

Largest and most productive. This is a New York Station seedling No. 4435. Before this variety was named it took a prize at the Massachusetts Horticultural Society in Boston. Catskill is a cross between the Marshall and Premier. From the information we have Catskill will be worth planting as a midseason berry with most of the other leading standard varieties. We hold it next to the Dorsett and Fairfax, not only because of our own experience but that which we have received from other sections of the country. They are sweet as sugar, having a delicious flavor. For size and wonderful color they are a real picture of a Strawberry. This variety will be a great advantage to you on the market, and bring you top money. Plant Catskill this spring and you will have downright pleasure, satisfaction and profit from your Strawberry patch. Catskill is worthy of its name.

## GARDEN SPECIAL No. 225

50 Yellow Free Blakemore  
50 Klondike    50 Aroma    50 Bellmar    25 Mastodon

**225** Plants    **\$1.50** Postpaid

## STRAWBERRY COLLECTION No. 2

With this collection you will have plenty of berries for the table and some for canning purposes.

100 Bellmar.....  
100 Blakemore.....  
100 Aroma..... } \$1.75  
Postpaid

# BELLMAR

## A FANCY EARLY SHIPPING BERRY

BELLMAR, like the Blakemore, is a recent introduction of the United States Department of Agriculture. It is a scientific cross between the Premier and the Missionary, and the resulting berry, according to many reliable sources, is considerably higher in dessert quality than either the Premier or the Missionary, and is of a better quality than the Premier.

The Bellmar has a number of qualities which make it outstanding in any list of strawberries. Since its introduction in 1922, this berry has been tried in almost every state in the Union, and from no strawberry growing district has there come a report of its failure. In some instances this berry has been reported to yield as high as 5,000 quarts to the acre.

Quoting from Circular No. 171, United States Department of Agriculture, July, 1931: "As compared with Premier the plants are more vigorous and produce more freely; the blossoms are perfect, ripening almost a week earlier than Premier and fruits about as long. In Glendale, Maryland, it has been more productive than Premier and produced a better grade of berries, and on good soil the berries are fully as large; color bright red, similar to Premier but not as dark as Missionary. They have a very large green calyx and a gloss which has caused it to be selected as the handsomest among hundreds. They are firmer than Premier and not so acid as Missionary. They rank high in dessert quality when grown under proper conditions."

The Bellmar plant growth is vigorous, of a bright glossy green color and with us we find it will withstand more summer heat and drouth than any variety we have ever grown.

## GANDY

### The Old Standby

This is one of the old favorites which has been planted for the past thirty years, and according to many growers, has not been bettered for a late variety.

In color, texture, and quality the Gandy ranks near the top. It is a good shipping berry and if planted with Aroma, will produce a fair yield.

The Gandy blossoms late and is seldom injured by frost. Its plant growth is strong and abundant, its foliage heavy and of dark green color. To anyone who understands fruiting the imperfect blossoming berries we recommend the Gandy for a late variety.

## GEM—Everbearing

Gem plants are usually medium to small, but make a very vigorous growth. Care should be taken to set Gem plants early and under good conditions. Once started they grow vigorously and make lots of plants. Thin severely for best results. Our records for two years show Gem about as productive as Mastodon in 1936 and considerably more productive in 1937. The berries average in size, are light in color, very showy, attractive and firm enough to ship. Quality is somewhat tart but fine when sweetened. They sell for top prices.



The same report comes to us from many other states. Many growers report 75 per cent of a loss on all varieties other than the Bellmar which they say have stood the summer heat nearly 100 per cent.

**Appearance:** The berries are a glossy luscious bright red. Their bright green cap gives them a very effective appearance. This together with their large size makes one of the most beautiful berries we have ever grown.

WALLER BROTHERS consider the Bellmar a valuable addition to the long list of good strawberries. We sincerely recommend it to our customers. Read some of the testimonials received from our customers as to what they think of this great variety.

## EXCELSIOR

### The Earliest Strawberry

This variety is so early that sometimes the first crop is killed by the frost or freezes. It is medium in size—is exceptionally firm—and has a very deep red color. The flavor is delicious and it is productive, hardy and a good plant maker. The variety is good for both home and commercial use.

## AMBROSIA LATE

The New Big Late Strawberry. Large to extra large. The fancy trade will appreciate the excellent quality of these berries; its rich red coloring and sturdy texture makes it a good shipping berry. To the growers who are looking for a good late berry we recommend Ambrosia.

Waller Bros.,  
Judsonia, Ark.  
Dear Sirs:

Houston, Texas,  
May 12, 1939.

In March you sent me 500 Belmar plants. They were planted in a day or two after arrival. I want you to know what strong and excellent plants they are. Not one has died, though we are having an awful drought. The berries are living and thriving beautifully. I have no irrigation so they are just having to get along on their own, and they are doing that too. Very cordially, R. I. T.

# PREMIER

This is the father of so many excellent strawberries that its qualifications as the supreme berry almost speak for themselves. This berry has been used more times to propagate other varieties than any other single berry, so the Premier must have a number of admirable qualities. It is a very successful berry in the North and East, ripens early and has a long fruiting season. Berries are large and of uniform size.

## AROMA

### Late—Safe from Frost

No late berry that we have ever grown comes as near being a perfect variety of strawberry as does the Aroma. This old standard berry is adapted to such a wide range of soils and conditions that it remains the favorite late berry in spite of all the newer introductions.

Perfect blossoms, vigorous, highly productive—the Aroma is by far the best money-making late variety produced in the South. It is very firm, bright red through and through, and of enormous size. In our fields no other late berry has ever matched the Aroma in size, yield, or hardiness. For that reason we have discontinued many late varieties after giving them trial.

The Aroma is a free plant maker for a late variety. It is very hardy, blooming late. It stands drought conditions better than any other late variety. As a shipping berry it is unexcelled. It is highly tart and continues to bear long after mid-season varieties have gone.



### WALLER'S PLANTS ARE KNOWN AROUND THE WORLD

Lietuva, Lithuaniae

Dear Sir:

I have mailed you an order begging you to forward me some of your splendid plants, especially the earliest strains. I'll be content to have such ones as you will bestow, as in this country there are no strawberries from America.

Please mail the plants by Express, Europa's Continent. The speediest way will be via Eyl Kuhnen (in Germany).

Our people are certainly very fond of your charming country, and they will be pleased to learn that Waller Bros. have sent them some of America's best fruit.

Yours very truly,

S. NACEVICUS

Agricultural Gardens,  
Dotnuvia, Lithuaniae.

## Guarantee

You are fully protected when you buy WALLER BROS. quality berry plants. We place the following guarantee upon every plant we sell:

1. We guarantee the vitality and purity of our plants to the full amount of the purchase price.
2. We guarantee our plants to be state inspection and disease-free.
3. We guarantee our plants to pass inspection by any duly authorized state or federal inspector.
4. We guarantee the safe delivery of our plants to any destination in the United States.
5. We guarantee you full and complete satisfaction or your money refunded.

However, as yield is controlled to some extent by soil, weather conditions, and method of cultivation, under no conditions shall WALLER BROS. be held liable for production, nor in any case shall we be liable for more than the original cost of the plants.

## MASTODON—Everbearing

### Ripe Strawberries in 90 Days With Waller's Quality Mastodon Plants

WITHIN the past few years the Mastodon has qualified itself as the best Everbearing strawberry yet introduced. It holds the same high position among the Everbearers that Premier and Blakemore hold among the early varieties. A heavy yielder—both spring and fall—of good quality berries which are moderately firm, large and luscious in shape and taste, a good plant maker for an Everbearing variety, disease and drouth resistant. Little wonder the Mastodon is called the Supreme Everbearer!

The Mastodon has easily outdistanced the old Champion and Progressive everbearing strawberries, containing all the worthwhile qualities of these two varieties and many more which they lay no claim to.

Although the Mastodon does not make plants as freely as some of the early berries, it is a very free plant maker for an Everbearer. It blossoms late, thus avoiding the danger of frost. It ripens its spring crop midseason.

Mastodon plants should be set in the mid-South in February or March, and we recommend keeping the blossoms from the plants until the middle of July, as this saps their vitality during the growing season. The second season the plants should be allowed to fruit freely.

After growing this plant for several years, we are ready to recommend it fully to our customers. However, it is our experience that the Mastodon, like any other Everbearing variety, will do best when planted in the Hill System. More, larger, and better berries can be picked from the Mastodon if the runners of the plants are kept cut off for the first season. Big, strong, individual plants bear more and better fruit than lots of weak plants. If this system is followed, plants should be set about 12 or 15 inches apart in rows 2½ feet apart. However, if you prefer the Matted Row method, set the plants 18 inches apart in rows 3 feet apart.

# ANNUAL NATIONWIDE STRAWBERRIES

"Doubtless God could have made a better berry, but doubtless God never did," wrote Henry Ward Beecher about the strawberry. Who can disagree with him, especially after having known the delights of strawberry shortcake. Because of the great national appetite for strawberries, countless varieties have been bred in the hope of obtaining the Utopian berry having all the excellent features of other varieties and none of their faults.

Out of this multitude of strawberries has risen one variety which is the unanimous choice of the nation's strawberry growers.

The Blakemore yellow-leaf resistant variety reigns supreme over all its strawberry relatives, according to AMERICAN FRUIT GROWER'S planting survey.

The original Blakemore strawberry was susceptible to the yellow-leaf disease and it was only through chance that one yellows-free strain was discovered by Tennessee grower Ralph McUmber and his foreman, Jesse Needham, among a lot of poorly packed plants damaged by shipment.

National No. 2 rating goes to Missionary, which is a strong favorite in Florida.

Klondike, a variety originated by R. L. Cloud of Independence, La., took third place close behind Missionary and is the leader in Louisiana.

Howard 17 (Premier) ended in fourth place, with Dunlap (Senator Dunlap) fifth, and the ever-bearing varieties, Mastodon and Gem, sixth and seventh, respectively.

Dorsett barely nosed out Aroma for the No. 8 position. Aroma is ninth, Catskill tenth and Fairfax eleventh.

As expected, Missionary took top honors in the Early Crop Region, which includes the states of Florida, Alabama, Louisiana, Mississippi and Texas. Klondike came next in the No. 2 spot and Blakemore (old strain) ended third. Texas finished in fourth place.

In the Second Early Crop Region of Arkansas, North Carolina, South Carolina, Tennessee, Virginia and California (southern district), Blakemore yellows-resistant variety scored an overwhelming victory over its nearest rival, Missionary.

Missionary took second position, with Klondike third and Aroma fourth. Champion Klondike ended fifth, Blakemore (old strain) sixth, Dorsett seventh and Howard 17 (Premier) eighth.

In the Intermediate Crop Region, composed of the states of Delaware, New Jersey, Maryland, Kentucky, Indiana, Illinois, Kansas, Missouri, Iowa, Oklahoma and California (except southern district), Blakemore yellows-resistant strain won the honor of being the most planted variety.

Howard 17 (Premier) finished second, followed by Dorsett in third place. Catskill ended in fourth position with Fairfax fifth, Aroma sixth and Chesapeake seventh. Gem and Mastodon, the everbearing twins, took eighth and ninth positions, respectively. Dunlap (Senator Dunlap) finished tenth.

—American Fruit Grower.

## STRAWBERRY RATINGS Based on NURSERY SALES

### NATIONAL

1. Blakemore (yellows resistant)
2. Missionary
3. Klondike
4. Howard 17 (Premier)
5. Dunlap (Senator Dunlap)
6. Mastodon
7. Gem
8. Dorsett
9. Aroma
10. Catskill
11. Fairfax

### Early Crop Region (Fla., Ala., La., Miss., Tex.)

1. Missionary
2. Klondike
3. Blakemore (old strain)
4. Texas

### Second Early Crop Region (Ark., N. C., S. C., Tenn., Va., Calif.)

1. Blakemore (yellows resistant)
2. Missionary
3. Klondike
4. Aroma
5. Champion Klondike
6. Blakemore (old strain)
7. Dorsett
8. Howard 17 (Premier)

### Intermediate Crop Region (Delaware, N. J., Md., Ky., Ind., Ill., Kans., Mo., Iowa, Okla., Calif.)

1. Blakemore (yellows resistant)
2. Howard 17 (Premier)
3. Dorsett
4. Catskill

### Fairfax

6. Aroma
7. Chesapeake
8. Gem
9. Mastodon
10. Dunlap (Senator Dunlap)

### Late Crop Region (N. Y., Pa., Ohio, Mich., Wis., Minn., Wash., Ore.)

1. Dunlap (Senator Dunlap)
2. Howard 17 (Premier)
3. Catskill
4. Dorsett
5. Gem
6. Mastodon
7. Rockhill
8. Fairfax



## JUDSONIA

Judsonia might claim distinction in the fact that it is the only town of that name in the world. Years ago a colony of northern migrants settled here, and, in their admiration of the famous missionary, Judson, they applied his name to their town.

In 1940, however, Judsonia boasts of a far greater honor than the mere monopoly of a name. Even the smallest Judsonia school children are taught that their community is the largest strawberry plant shipping center in the world. This fact is verified by the Arkansas State Plant Board, and the top position is maintained from year to year by thousands of shipments which leave the Judsonia shipping sheds every year.

Judsonia strawberry plants go to every state in the Union, and some of them even find their way to foreign countries.

Judsonia is proud of its plant production record, but its citizens realize that credit for the success of this industry does not belong to this generation alone. It goes back to those first farmers who discovered that the soil of this section is particularly adapted to the growth and health of strawberry plants. It belongs to those scores of ambitious agriculturists who dedicated their lives to the improvement of the strawberry and the discovery of new varieties.

This generation's part in gaining strawberry superiority for Judsonia has been the shipment of strong, sturdy plants throughout the United States. Its growers realize that quality must go hand in hand with honesty in making new friends. Every order leaving here is filled by packers conscious of the fact that it takes fair play of the highest type to match the product of our soil.

Those are the principles which have made Judsonia famous the country over for strawberry plant production. Those are the reasons that have made it the world's largest plant shipping center.

## WHITE COUNTY FARMERS MARKET

Realizing the need of a Central Market where the farmer can meet and sell his fruit and vegetables direct to the trucker or car-lot buyer prompted us to build the marketing shed shown on cover of this catalogue.

Some idea of the popularity of the markets can be had from the fact that although the shed shown in picture was not completed for several days after this past strawberry season started, over 250,000 24-quart crates of strawberries were sold over the platform. These berries netted the farmer an average of \$3.00 per crate or over \$750,000. Over 20,000 bags of this season's crop of potatoes were marketed here also.

In anticipation of increasing business, and for the convenience of buyer and seller as well, we have just completed hard surfacing five acres of ground around the market. Also have under construction a large storage house with a capacity of 50,000 empty crates.

The improvements planned for this fall and winter include the building of a 320-foot shed with railroad side track to accommodate the car-lot buyer and another of similar size for trucks. This will make a total shed room of 550 feet for trucks. Ample room for 50 trucks to load at the same time.

Anyone wishing to buy strawberries in either car or truck loads may consider this an invitation to visit our market next season. The season usually starts about April 25 and lasts thirty days.



# Waller Brothers

"THE HONEST PLANT GROWERS"

JUDSONIA

ARKANSAS

**1941 SEPTEMBER 1941**

SUN	MON	TUES	WED	THUR	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

DO NOT TEAR  
PAGE OFF  
FOLD BACK AND  
KEEP FOR  
FUTURE USE

Be Sure to Read  
Each Page. Write  
for More  
Information.

**1941 OCTOBER 1941**

SUN	MON	TUES	WED	THUR	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

**1941 NOVEMBER 1941**

SUN	MON	TUES	WED	THUR	FRI	SAT
					1	
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24	25	26	27	28	29

**1941 DECEMBER 1941**

SUN	MON	TUES	WED	THUR	FRI	SAT
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

